

SEPTEMBER 1987

PHILIP MORRIS WEEKLY VOLUME ESTIMATES
(000,000's)

ESTIMATED EXCESS

CUME

Second Quarter 1987
Less July Payback

2141
5137
7278

EXP. VS. ACT (W/O CAMBR FF
AND SLIMS ULTRAS)

ACTUAL

PAYBACK

ACT

MONTH

CUME

WK

CUME

WK

CUME

WEEKLY VOLUME

ACTUAL
LESS
CAMBR FF

ACTUAL LESS
CAMBR FF &
SLIMS ULTRAS

EXP W/O
ANTICI.
BUYING*

WEEKLY
WEIGHTS

ACTUAL

WEEK

September 1-4
7-11
14-18
21-25
28-30

Total September

2045364701